

The BMW World

Located in direct proximity to the BMW (Bayrische Motor Werke AG, a Global Player from Munich) Headquarter - a famous part of Munich near Olympiapark - A large park constructed for the Olympic Games in 1972 - BMW Welt (english BMW World) is a interactive exhibition centre organised by the internationally well-known car company, BMW (Bayrische Motor Werke). It displays new BMW models and technologies, with simulators, presentations and events like children's birthdays. On these, the kids play with technologies used in cars, and build their own toys. I had my eleventh birthday party at BMW too.



Figure 1. The BMW World.

The BMW World is designed by Coop Himmelb(l)au - an Austrian architectural company famous for innovative design all over Europe - to present new products of BMW, advertise and create custom experience. It has a huge (800 kW) solar plant on its roof, just another aspect of the buildings innovation. BMW was meant to be opened at the Football-World-Cup in 2006, but it was postponed until the eventual opening, in 2007. In the first year, it had 2.2 million visitors, more than there are habitants in Munich.

„The building does not have the boredom of a hall, it is not only a temple, but also a market place and a communication centre and meeting place for knowledge transfer.“

- Wolf D. Prix, architect of BMW World



Figure 2 & 3. BMW World illuminated in Red and Blue.

Next to the BMW World there is the BMW Museum. It shows the development of BMW technology from the past, present and prognoses of the future. Cars, motorcycles and planes (BMW was an airplane producing company in the past) are displayed in a abstract architecture, although older than BMW World - BMW Museum was established 1972. In order to share exhibitions of BMW World and Museum, there was a renovation from 2004 to 2008. There are about 250 thousand visitors a year, making it the most attended exhibition in Munich, after Deutsches Museum (large museum of science and technology) and the Pinakothek der Moderne (worldwide known museum of modern art). Again, next to both BMW Museum and World, there is the headquarter of BMW, the famous „four-cylinder“ (called so because the tower's exterior is made to look like a car's engine), which is a landmark declared a protected historic building in 1999.



Figure 4. BMW four-cylinder and Museum

Source: http://en.wikipedia.org/wiki/BMW_World ; http://www.motorcycle.com/gallery/gallery.php/v/main/events/inside-bmw-skunk-works-to-motorrad-days/JBECKCA2_3890.jpg.html?g2_GALLERYSID=TMP_SESSION_ID_DI_NOISSES_PMT